

# The Wanamaker Store

## Books as Merchandise

THERE is scarcely another article of commerce in which the difference between cost and price is as great as it is with Books.

This is not because publishers demand large profits. Competition is too keen for that.

It is just because the expense of getting ready is so heavy. Authors, editors, typesetters and plate makers have to be provided for before the actual manufacture of the book begins.

Three new books out of four never earn enough to cover this preliminary investment. The fourth one must make up for the other failures, or Mr. Publisher comes to grief.

If the publisher could be sure that each book would have a profitable number of sales, he could cut his prices nearly, if not quite, in two. Now and then we have the chance to secure this reduction for our public by giving the publishers this guarantee of a large sale.

Our latest and greatest undertaking of this sort is in connection with

### The International Library

The investment for editing, copyrights, composition, illustrating, plates, etc., for this monumental Library was so vast that had the publishers faced the necessity of realizing this from the ordinary sale of so extensive a work, they could not have sold it for less than two or three times the price we made possible by guaranteeing to sell ten times the number they could ordinarily count on selling.

Thus the Wanamaker plan of treating books just like other merchandise has brought this wonderful library within the means of thousands who could not have bought it.

To distribute the benefits of this, our greatest book purchase, as widely as possible, we sell the Library on small monthly payments to those who join the Wanamaker Library Club, the complete set of 20 big volumes being sent on payment of One Dollar—the membership fee.

Only a comparatively few sets remain, however, and you should act promptly if you want to share in this great book chance.

Specimen pages and full particulars sent free. But we advise examining the books themselves.

## JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th ave., 9th and 10th Sts., N. Y.

# The Wanamaker Store

## A Sale of Men's White Shirts

THE prices placed on the shirts offered this morning are the lowest that we have ever known on goods of equal grade. The event easily surpasses in importance any transaction in Men's Shirts that New York has known in the past decade.

We bought

### Sixty Thousand Men's White Shirts to Sell

At About Half Their Proper Prices - - -

It comes about through our taking the entire stock of a very large New England factory that got into difficulties, singularly enough, through making its goods too well. So thoroughly and expensively were its productions finished that the margin of profit over the established market prices was not sufficient to maintain the business. The factory closed. Its unsold stock,—all new and fresh,—is ours and yours.

White shirts are never out of style nor out of place. These splendidly constructed garments,—the very sacrifice of which is thus a tribute to the honesty of their manufacture,—are, at their present prices, equally to be noted as wise investments and astonishing bargains.

### Men's Dress Shirts

At 35c. each, 3 for \$1—Nicely laundered shirts, with linen bosoms; open front and back and open cuffs; 14 styles to choose from. A price unheard of before for shirts of this character—they are well worth 60c. to 75c. each.

### Men's Unlaundered Shirts

At 25c. each—White shirts for men and boys, in 12 styles; some with long, others with short bosoms. Of good muslin, well made throughout. Worth double, or near it.

At 60c. each—White dress shirts that are well worth a dollar apiece; and a third of the lot were made to sell at \$1.50. Twelve styles to choose from. A most remarkable bargain.

At 35c. each, 3 for \$1—Unlaundered shirts, in 20 styles. These are open back, with long or short bosoms; some open front; some also in boys' sizes; splendid value at 35c. and 60c. each.

At 45c. each—Unlaundered shirts, 8 styles, with long or short bosoms; some open front and back, worth 75c. to 90c. They are the equal of any unlaundered shirt made.

## An Event in Hosiery

These prices are low. Just how low they are it is difficult to tell you without actually showing the goods. But if confronted with the goods themselves, you would need no telling.

Hosiery is a line of merchandise that enjoys a scale of prices well established, and fluctuations, when they do occur, are confined to narrow limits. Offers like these, therefore, assume much of the importance of phenomena.

Almost all the goods mentioned below were made in Saxony to our express order, and came directly from there to our shelves. That is half the reason for these bargains. The other half lies in the quantities involved, which are probably without precedent in the records of importing by American retailers.

**FOR WOMEN**  
12-12c. a pair—Regular made, imported, fast black cotton stockings; fine gauge and light weight; spliced heels and toes; value 20c. a pair.  
3 pairs for 50c.—Fast black, Richelieu ribbed, fine thread stockings; also fine cotton in all black plain or ribbed, and black with white or blue stripes; at 25c. a pair you would consider them excellent values.  
25c. a pair—Of fast black Richelieu ribbed silk thread; fronts embroidered in colored silk neat and pretty designs; fine cotton with colored silk embroidered fronts or all black with open work fronts in small effects; none worth less than 38c. a pair.  
38c. 3 pairs for \$1—An unusually fine quality of open-work ankles, all embroidered with colored silk in effective patterns; would be reasonable at 50c. a pair.

**FOR MEN**  
12-12c. a pair—"Regular made," fast black cotton hose; fine gauge; high spliced heels and double soles and toes; fairly priced these would be 20c. a pair.  
3 pairs for 50c.—Fine, fast black cotton; strong and serviceable; in all-black, black with unbleached feet, or split soles.  
25c. a pair—Of fast black, tan, navy blue or light blue cotton; like spliced soles. Also of cotton with heavy striped or colored silk embroidered fronts in neat and tasty effects.

**FOR CHILDREN**  
12-12c. a pair—Fine ribbed fast black cotton stockings, strong and durable; double heels and high spliced heels and toes; would be properly priced at 20c.

**Broadway.**

### Plenty of Attractions in Tailored Suits

Where prices remain unchanged, it is because the quality and beauty offered at that price remain unchallenged. And so, with manifest bargains in company with original and unequalled value-for-price, there isn't a suit in the stock that isn't a forceful attraction.

Suits at \$7.50, \$10 and \$15. Original and popular leaders in the classes. The \$15 suit is all silk-lined.

Suits at \$13.50 that earlier sold at prices up to \$25. Suits at \$20 that were \$30 and \$40. Some material reductions have been made in the \$30 line.

**Second Floor, Broadway.**

### 750 Glove Bargains

Here is a mixed and miscellaneous assortment of gloves. All sizes, all lengths, all colors and black. Seven hundred and fifty pairs altogether, of women's kid gloves, offered at Fifty Cents a pair.

Some of them were \$1, some were more. They have had their price cut because they have been tried out, and show it. Nothing to hurt them much,—certainly not so much as the reduction in price would indicate. You'd best look at these gloves when you call to-day. Not on sale until 9:30.

### Another Guerlain Specialty

The rose odor was considered pretty and desirable in this assembly of girls' Summer dresses. All the new colorings of the light, warm weather fabrics are shown in dresses for ages of 4 to 14 years at \$1.50 to \$12.

### Girls' Washable Dresses and Skirts

There is everything that experienced buyers considered pretty and desirable in this assembly of girls' Summer dresses. All the new colorings of the light, warm weather fabrics are shown in dresses for ages of 4 to 14 years at \$1.50 to \$12.

### A First Showing in Golf Hats

White dresses of lawn, pique, Swiss muslin and organza, all trimmed with lace and ribbon, \$2.25 to \$3.50. Separate skirts of crash, linen, duck and pique at \$1.15 to \$4; sizes 4 to 14 years.

### White Dresses of Lawn, Pique, Swiss Muslin and Organza

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# HEARN

West Fourteenth Street

## Saturday Being Children's Day

Here are

### Three Thousand Pretty Dresses

for

### Three Thousand Little Maidens

## AT PRICES

to bring them quickly tripping to our stores

### THE DRESSES ARE VERY PRETTY

styles the best, workmanship particularly neat,

no rough edges or poorly fastened hooks or buttons,—

ALL, WITHOUT EXCEPTION, SPICK, SPAN NEW.

### At Fifty-nine Cents

Pretty fancy Lawn Dresses—all colors puffed yoke with embroidery. Not small sizes only, but all ages to 14.

### At Seventy-nine Cents

Crash Eton Suits, also Gingham and Lawn Dresses with white pique fronts or embroidery trim'd yoke—all sizes, 6 to 14 years, in each style.

### At a Dollar twenty-nine

Pink, Blue and Red Chambray Dresses—full trim of fancy braid and embroidery; also Scotch Gingham in tartan and fancy plaids—full skirts, deep hem, full trimmed—6 to 14 years—none worth less than 2.25.

### At Ninety-eight Cents

Fancy Percale, Gingham and Silk finish Cambric Dresses—twenty styles and colors—square, pointed and round yokes in plain or combination effects—6 to 14 years.

### At Two thirty-nine

White Pique Dresses, plain or with pink and blue dots—duck yoke, epaulets, collar, cuffs and belt of corresponding color to match—embroidery and braid trim—styles not elsewhere to be found—real value Four dollars.

### At Forty-nine Cents

Fine Lawn Gingham—full tucked yoke—Embroidery edges—6 to 14 years.

## THROUGHOUT DEPARTMENT—ASSORTMENTS COMPLETE

White and Fancy Washable Dresses—including special styles for graduation—4 to 18 years... 1.98 to 19.98

Tailor-made Suits of all-wool fabrics exclusively—Eton and Reeler—14 to 18 years... 6.98 to 23.98

Dress Skirts—wool fabrics and washable Denims, Piques, Coverts, etc... .98 to 8.98

Shirt Waists—White and Fancy—8 to 16 years... .49 to 1.98

Boys' Oxfords at \$2

Children's Oxfords at \$1.25

Men's Spring Suits

Men's Bicycle Clothing

A Group of Attractive Values in Boys' Clothing

Publications.

Excursions.

Iron Steamboat Co.

Excursion Tickets, 25 Cents.

Excursion Water Gap, Pa., 3 days.

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